

# Substance Abuse Prevention

## Environmental Prevention Needs Assessment Workbook SFY2014



### Part 3

## Analysis & Recommendations

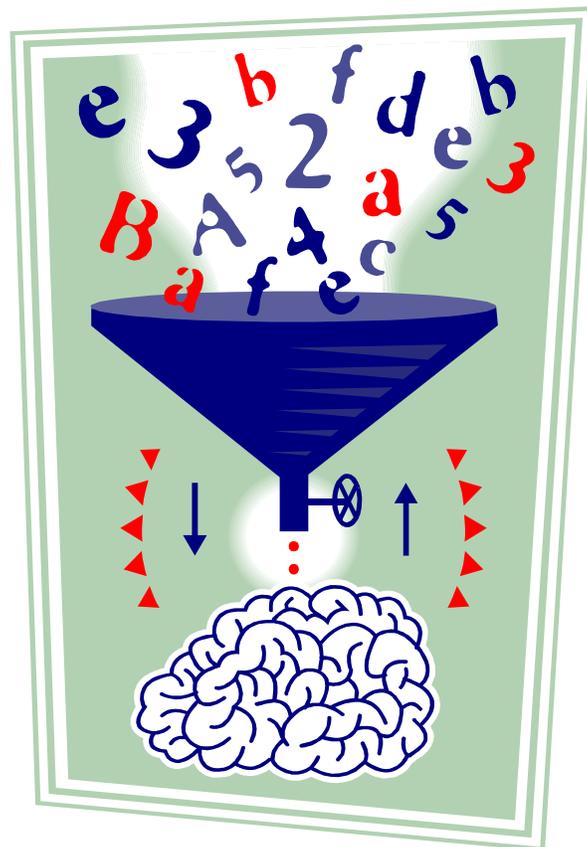
Cascade County

Version 1  
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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From 2008-2012 rates for alcohol related crashes with injuries for all races in Cascade County is about the same as the rate across the state. In 2009, Cascade County had a higher rate than the state. For every 100,000 residents there were 154.93 crashes compared with the state at 138.32. From 2008-2012 rates for alcohol related crashes with fatalities for all races in Cascade County is half the rate per 100,000 at 4.41 at the county level compared with at the state for 8.60 per 100,000 people. Cascade County has had zero alcohol related crashed with fatalities in Native Americans from 2008-2012. The state rate is .37 per 100,000 people. The Cascade County DUI Task Force has been focusing on reducing driving while under the influence through media outlets including billboards, radio and TV. There is also a safe ride program that runs during the major holidays like New Year's Eve and Fourth of July. Malmstrom Air Force Base has an implemented program called AADD (Airmen Against Drunk Driving) to combat drunk driving among the Air Force.

## **Underage Drinking and Driving**

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### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The rate of drinking and driving reported in the Montana Prevention Needs Assessment (MPNA) by Cascade County students has been less than the state rate since at least 2008. Cascade County's rate decreased from 11.8% in 2008 to 8.2% in 2012. Montana's rate has decreased from 14.1% in 2008 to 9.3% in 2012. Rates for Native American have also dropped from 2008 but still remain higher than all races combined. According to the 2013 YRBS (Youth Risk Behavior Survey) 16.6% of Urban and Reservation Native Americans reported they had driven a vehicle when they had been drinking. This is compared to 12.6% of students reported at the state level in the same year. The DUI Task Force has focused on underage drinking and driving in Cascade County. They have taken out ads in local school newspapers and billboards in Cascade County as well as radio ads, TV ads and ads in the Great Falls Tribune.

## **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2008, .9% points fewer Cascade County students reported riding in a car driven by someone who had been drinking than did their peers across the state. From 2008 to 2012, the rate of this risk behavior decreased by 6% for Cascade County students and by 7.8% for Montana high school students. In 2012, 26.2% of Cascade County students reported riding with a drinking driver compared to 25.3% of Montana high school students. The difference in rates between Cascade County and Montana students is small. There is a significant problem with Native American students who rode with someone in a vehicle who had been drinking vs all other races. In 2012, 27.2% of Urban area Native Americans had reported riding with someone who had been drinking and 31.9% of Reservation area Native Americans had reported riding with someone who had been drinking. This is in comparison to 24.5% state-wide.

## **Final Consequence Question**

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### **QUESTION 4**

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Cascade County is making great strides toward reducing fatalities while under the influence and injuries from driving under the influence. The problem area is to raise awareness about riding in vehicles when someone else has been driving. A little over a quarter of students in Cascade County reported they had ridden in a car with someone who had been driving. There has not been a lot of focus on people riding with those who have been drinking. Cascade County, specifically Great Falls, has a large number of Urban Native Americans. Not a lot has been done in the county to address these issues surrounding Urban Native Americans drinking and driving and riding with someone who drove after drinking.

## **CONSUMPTION – PART 3**

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

### **Underage Binge Drinking**

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#### **QUESTION 5 Underage Binge Drinking**

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From 2008-2012, the percentage of students that reported they binge drank in the last two weeks has decreased in Cascade County from 22.6% to 21.3%. Montana has also decreased students who reported binge drinking in the last two weeks from 24.5% in 2008 to 21.2% in 2012. In 2012, 15.5% of Native American students reported they binge drank in the last two weeks. This is a lower rate than students of all races in Cascade County and Montana. The rate for Native Americans reporting binge drinking has decreased from 22.3% in 2008 to 15.5% in 2012. According to the YRBS binge drinking increases among Native American Youth when they report binge drinking in the past 30 days. In 2009, 34.6% of Urban area Native Americans reported binge drinking in the past 30 days and 38.3% of Reservation area Native Americans

reported binge drinking in the past 30 days compared with 30.1% of Montana students. These rates did decrease to 30.1% of Urban area Native Americans, 25.2% of Reservation area Native Americans and 23.5% of Montana students. In 2011, the City County Health Department implemented the Community Health Improvement plan and one of the areas they focused on was substance abuse. They had a goal to decrease underage binge drinking.

## **Adult Binge Drinking**

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### **QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2011 Cascade County adult binge drinking was at 19.2% while across the state it was at 20.8% in 2011 and 21.8% in 2012. When you compare these rates with Native American binge drinking, it is significantly higher among Native Americans at 27.5% up from 21.6% in 2011.

## **Underage Drinking (30 Day Use for Alcohol)**

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**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Since 2008, the percentage of students drinking in the past 30 days for all races has decreased 5.2% in Cascade County and 3.3% in Montana. The percentage of students drinking in the past 30 days is 1.8% lower in Cascade County than in Montana in 2012. According to the YRBS in 2013, 39.7% of Urban area Native Americans reported drinking in the past 30 days compared with 36.0% of Reservation area Native Americans and 37.1% of Montana students. The Social Host ordinance was passed in 2009 in the city of Great Falls. This has been promoted to the community as a reminder to not have parties in parents' homes. This decreases access for students to participate in underage drinking.

## **Prescription Drug Abuse by Youth (30 Day Use)**

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### **QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2012, 8.3% of Cascade County students reported using prescription drugs in the past 30 days while across the state only 3.5% of students reported using prescription drugs in the past 30 days. From 2008-2012, Cascade County students have increased their use of prescription drugs from 6.0% to 8.3% while Montana students have reported a decrease from 4.0% in 2010 to 3.5% in 2012. According to the YRBS in 2013, 25.2% of Urban area Native Americans reported drinking in the past 30 days compared with 19.7% of Reservation area Native Americans and 18.4% of Montana students. Prescription drugs are becoming a major problem in Cascade County. There has not been a lot of education surrounding prescription drugs in Cascade County. The county has an older population and people are in home health care with access to prescription drugs.

## **Final Consumption Question**

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### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Prescription drug abuse is becoming more prevalent in Cascade County while underage drinking, adult binge drinking and underage binge drinking are decreasing among all races. More policies and education need to be done when concerning prescription drugs. Cascade County is lacking in education and prevention policies to help Urban area Native Americans in the community. There are higher rates among Native Americans by education and involving more Native Americans on coalitions.

## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From 2008-2012, the percentage of students perceive parental disapproval towards alcohol/drug use for all races has increased from 77.2% to 82.1% in Cascade County. Montana students have reported an increase from 80.2% in 2008 to 81.8% in 2012.

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From 2008-2012, the percentage of students perceive parental disapproval towards alcohol/drug use for all races has increased from 77.2% to 82.1% in Cascade County. Montana students have reported an increase from 80.2% in 2008 to 81.8% in 2012.

### **Perceived Risk/Harm of Use**

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#### **QUESTION 12 Perceived Risk/Harm of Use**

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

There was no great difference between the percentage of Cascade County students and Montana students who perceive risk/harm for having 1-2 alcohol drinks every day and risk/harm in having 5+ alcohol drinks every weekend. Approximately 64% of both groups felt there was harm in having 1-2 drinks daily while approximately 76% of students believed binge drinking on the weekend was harmful. These percentages do not significantly differ from those of 2008, when 61% disapproved of daily drinking and 73% of binge drinking. Additionally, in 2008, 63.7% of Cascade County students thought it was wrong to drink alcohol. In 2012, that percentage rose to 66.7%. On the other hand, in 2008, 87.9 % of Montana students thought it was wrong while in 2012 that percentage dropped to 71.6%. The percentage of Cascade County students and Montana students thought it cool in 2008-2012 is very similar. Both Cascade

County's and Montana's percentages dropped from 2008. In Cascade County, the decrease was 1.9%. In Montana, the decrease was 4.4%. Percentages of students believing it was cool were relatively low at 26.3%, 25.1% and 24.4% for Cascade County and Montana, respectively. 72.3% of Cascade County students have a perception of their neighbors thinking it is wrong for students to drink alcohol while 69.1% of Montana students have the same perception. Even with these high perceptions, it is still considered the norm to drink underage in Montana.

## **Family Communication around Alcohol/Drug Use**

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### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The percentage of students who have talked with a parent about the dangers of alcohol or drug use in the past 12 months in Cascade County in 2012 is 27.6% compared with 61.0% across Montana. There is a 33.4% difference from Cascade County to Montana. It has decreased from 42.3% in 2008 to 27.6% in 2012 in Cascade County while the state has stayed consistent.

## **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

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### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Cascade County the percentage is lower for students who believe that alcohol is causing problems in areas related to financial, legal, emotional, etc. than across Montana (3.1% vs. 8.9%). From 2008-2012 in Cascade County the percentage of students who believe that alcohol is causing problems in areas related to financial, legal, emotional, etc. has stayed low when compared to the state data. And it has decreased from 4.5% in 2008 to 3.1% in 2012 in Cascade County. It has also decreased amongst Montana students from 10.2% in 2008 to 8.9% in 2012.

## Final Risk Factors Question

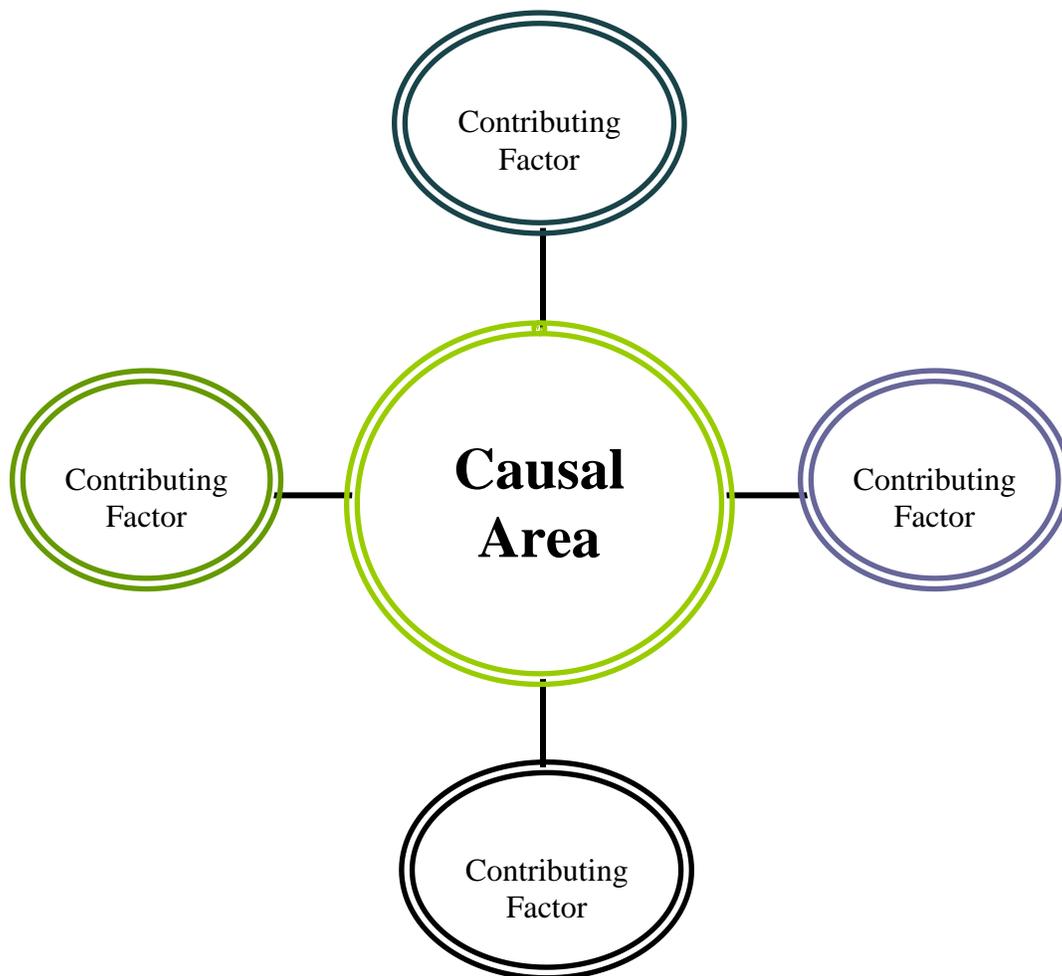
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### **QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Cascade County has consistent data with the state in a lot of areas of risk. This also shows up in the data for underage drinking that is very close to the data from across the state as a whole. These stats show that it affects Cascade County by being pretty average with the rest of Montana. The one interesting percentage that stood out was the percentage of students who talk to their parents about the dangers of alcohol or drug use. This was significantly lower than the rest of the state.

# Causal Areas



**Task Two:  
Gather Data on Four Causal Areas**

## RETAIL AVAILABILITY – PART 3

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### Compliance Checks

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Since 2009, Cascade County has been doing compliance checks in the community of Great Falls. Over the years the failure rate has stayed about the same at 12-14%. The rate stays the same even though the number of retailers checked has gone from 40 (lowest amount of retailers checked in 2010) to 131 (highest numbers of retailers checked in 2011). In 2010 the Department of Revenue reported that there were 40 retailers checked with only 4 failing. This rate is the lowest failure rate at 7%. In 2011 the Department of Revenue reported that there were 131 retailers checked with 24 failing. That is a failure rate of 14%. Overall there have been 325 retailers checked from 2008-2012. There have been 46 establishments that have failed at a rate of 14%. These findings are reported to the public through the Great Falls Tribune newspaper. An article appears in the paper and makes the public aware of the establishments that passed and failed.

Compliance checks have impacted the community by making alcohol less accessible. Compliance checks are a proven environmental strategy to help reduce underage drinking by decreasing sales to minors. According to the PNA data, overall the number of students who think it is very hard to obtain alcohol has increased from 14.9% in 2008 to 20.1% in 2012. And overall students who think it is very easy to obtain alcohol have decreased from 40.2% in 2008 to 35.7%.

The biggest challenge of compliance checks is the public calling them sting operations to get people in trouble. There needs to be more education surrounding compliance checks and how they help to keep underage drinking from happening in the community. Cascade County also has a great community that helps to educate the public about underage drinking and compliance checks.

**QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Cascade County does compliance checks frequently.

**Alcohol Seller/Server Training**

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**QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

In 2009, there were 74 people trained in *Let's Control It* -a retail sales training developed and approved by the Department of Revenue. By 2012 there were 399 people trained in *Let's Control It* . In 2012, a Montana law was passed to make Merchant trainings mandatory for all who serve alcohol. Cascade County does have a high number of liquor licenses relative to the population. There is one license for every 133.38 people in Cascade County. This makes it the 8<sup>th</sup> highest county in Montana for number of liquor licenses per 100,000 people. The number of people trained will be higher for 2012 due to the legislation. It is not a fair assessment to compare it to the previous years when it was only voluntary to do the RBSS trainings. In previous years before the legislation was passed the numbers were a lot smaller. The total number of people trained from 2008-2012 was 603. As more *Let's Control It* trainings are held the number should start to reflect the number of licenses in the area.

**QUESTION 19 Alcohol Merchant Retail Sales Training**

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Cascade County holds *Let's Control It* trainings.

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**Retail Availability Questions**

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**QUESTION 20**

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

Cascade County does have a high number of liquor licenses relative to the population. There is one license for every 133.38 people in Cascade County. This makes it the 8<sup>th</sup> highest county in Montana for number of liquor licenses per 100,000 people. There are a lot of opportunities for underage youth to obtain alcohol. With the implementation of mandatory merchant trainings this will help to card everyone and to spot fake ids. According to the PNA data, rates have stayed close to the same for 12<sup>th</sup> graders buying alcohol with a fake id. In 2008, 6.2% bought with a fake id and in 2012 6.0% bought alcohol with a fake id. In 2004, there was a decrease to 4.9% for 12<sup>th</sup> graders buying alcohol with a fake id. Among 8<sup>th</sup> graders rates did fall from 2.5% to 0.0% for those who bought alcohol with a fake id. And it did rise among 10<sup>th</sup> graders from .5% in 2008 to 2.9% in 2012. The rates that really have gone up are the youth that buy alcohol without a fake id. In 2008 and 2010, 2.0% of 10<sup>th</sup> graders reported they bought alcohol without a fake id and in 2012 4.5% reported they bought alcohol without a fake id. 4.7% of 12<sup>th</sup> graders reported the same thing in 2008 and the rate increased to 7.4% in 2012. The good news is that among 8<sup>th</sup> graders the rate fell from 2.0% in 2008 to .7% in 2012. As more training is offered it will help to combat underage drinking, binge drinking and drinking and driving by helping to make it harder for youth to have access to alcohol. It will train people who sell alcohol how to spot a fake id and to always ask for an id. Also compliance checks will help to make sellers aware of asking for ids. These are proven environmental strategies to combat the issues surrounding alcohol. Some common problems are not being able to spot a fake id and not even carding at all. These places that don't card are quickly known by youth and access to alcohol becomes easier. This leads to an increase in binge drinking and underage drinking.

**QUESTION 21**

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5X      6      7      8      9      10  
Major impact

Cascade County has compliance checks in place and also has RBSS trainings in place. But the rates of buying without a fake id are almost double the rate in Cascade County than throughout the state among 10<sup>th</sup> graders and 12<sup>th</sup> graders. In Cascade County, 4.5% of 10<sup>th</sup> graders reported buying without a fake id compared with the state at 2.5%. 12<sup>th</sup> graders reported at 7.4% vs. 4.4% across the state. Overall, in 2012 students had an increase in thinking it was very hard to obtain alcohol while students decreased in thinking it was very easy to get alcohol. Cascade County is heading in the right direction. It will take some time for the data to reflect the education all alcohol sellers are receiving. As more education is received about compliance checks and RBSS trainings the data will start to reflect the changes that are going on in retail availability.

Over service is still an issue in many bars in Cascade County. This can be combated with education not only through sellers but also through the general population. The Cascade County DUI Task Force is working to decrease the number of DUIs and over service. They have purchased billboards throughout the county to raise awareness of DUIs. They also have "Kudo cards". These cards are given out to sellers who have id'ed customers who are buying alcohol or a bartender who is not over serving people. It helps to recognize sellers who are being responsible. The DUI Task Force also pays for DUI stats to be put in the Great Falls Tribune once a month.

Overall, Cascade County is doing a good job at making alcohol less available to underage youth, but it still has improvements to make with over selling. There are establishments in Great Falls that are working toward not over selling to their customers. But it needs to be wide spread than a few places. Compliance checks and Merchant trainings are showing not only the adults but the youth in the community that underage drinking is not something to tolerate.

## **CRIMINAL JUSTICE – PART 3**

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### **QUESTION 22 Conviction Rates**

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

The Cascade County DUI Task Force releases the statistics surrounding DUIs and Minor in Possession (MIPs) in Cascade County to the Great Falls Tribune once a month. They have them paid to be in the paper for the public awareness of DUI's and MIPs. These rates help to raise the public's awareness that arrests are happening for DUIs and MIPs. They realize that law enforcement is out and trying to put a stop to these offenses from happening. Overall the conviction rate for Cascade County is 66%. This only includes MIP and DUI data as this is what was available. For DUI conviction rate is 81%. This shows people in the community that if you have a DUI, you are more than likely to get convicted.

### **QUESTION 23**

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

These rates could not be gathered at this time. These rates will be worked on in FY -15.

## Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

### **QUESTION 24 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

The interviews were conducted with Great Falls Police Department. The GFPD has a drug task force that works with alcohol and prescription drug related issues. Police officers are trained in Standardized Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), High Intensity Drug Trafficking Areas (HIDTA) and Drug Recognition Expert (DRE). There are only a couple police officers that are DRE. Police officers are addressing binge drinking and drinking and driving by these special trainings they get. They also address the problems with outreach and education. They also conduct compliance checks in Great Falls. They also try to be more visible on nights that are known to have high drinking going on such as New Year's Eve and local proms. They are on patrol for underage parties. They have a presence on the Cascade County DUI Task Force.

### **QUESTION 25 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

A recurring theme among law enforcement officers is that there is not enough funding and manpower to fully address the misuse of alcohol in the community. There is also a feeling that the justice system does not do enough to stop offenders from repeating the offense. Also there needs to be compliance checks for over service and not just underage drinking.

## Use of Local Ordinances

### **QUESTION 26 Use of Local Ordinances**

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Great Falls has a social host ordinance within the city limits. This was put into place in 2009. The ordinance is applied consistently. The social host ordinance has not been very visible in the community. There needs to be another campaign to educate the public about what the social host ordinance is. It is a useful tool for law enforcement when addressing underage drinking parties.

### **QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Social host ordinance needs to be applied to all of Cascade County and not just inside the city limits of Great Falls. This will help to combat underage drinking in the county where a lot of youth can still go out and have access to alcohol.

## Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

## Criminal Justice Questions

### QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

The criminal justice system in Cascade County is doing a lot to help combat the problems that are associated with alcohol abuse/misuse which include binge drinking, underage drinking and drinking and driving.

There do seem to be gaps that are in existence within the system though. Although the conviction rate for DUIs is 81%, the MIP conviction rate is 55%. Law enforcement believes that the criminal justice system could do more to help reduce the alcohol problems in the community. There needs to be more accountability within the justice system. The penalties are too lenient when it comes to the offense and that is believed to help facilitate more repeat offenders. And this in turn causes more alcohol problems related to drunk driving and underage drinking.

In 2008 there was a huge house party after prom in Great Falls. It was busted and many kids received MIPs. It tied up law enforcement's resources for hours, because those under 18 could not be released until the parents came and got them. It caused an outrage in Great Falls and soon after the Cascade County DUI Task Force decided to move on a Social Host Ordinance for the City of Great Falls. By the following year the City of Great Falls had a Social Host Ordinance to help law enforcement recoup costs associated with underage house parties and to penalize those who help throw parties for underage youth. The ordinance has helped to combat parties, but there has been a lack of awareness for it. There needs to be a media campaign to help parents understand the ordinance. It also only extends within the city limits of Great Falls and students can still have parties hosted by parents in the county. It needs to extend to the county of Cascade. The PNA data shows that Cascade County is higher than the state with parents supplying their children with alcohol. In 2012, overall 23.37% of students got their alcohol from home with parent's permission as compared to 20.7% across the state. In the same year students reported a low rate of getting alcohol from other relatives (9% vs. 10.57%). These results are not just for Great Falls, but for the county as a whole which shows we need to have a social host ordinance for the county.



## **SOCIAL AVAILABILITY – PART 3**

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Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

### **QUESTION 30 Prevention Needs Assessment**

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall the perception for getting caught drinking alcohol by the police in Cascade County has stayed about the same. It is about the same perception in Cascade County as across the state. It is 2.2% lower in Cascade County than in Montana. The worst perception percentage is in 8<sup>th</sup> graders. Only 25.5% believe they will be caught by police if they drink vs. 34.5% of 8<sup>th</sup> graders in Montana. Overall, in 2012 24% of students perceived they would be caught by police vs. 26.2% across the state.

The percentage of students who have the perception of getting caught drinking alcohol by their parents is about the same in Cascade County vs. across the state. And since 2008 the percentage rate has risen from 46.8% to 54.1% while the state has only risen from 50.4% to 52.1%. Across all grades and years the rates have stayed very close to the same between Cascade County and the state.

There is a big gap overall between perception of getting caught drinking alcohol by the police and getting caught drinking alcohol by parents. It makes sense that the youth would have a higher perception of getting caught by parents. The parents are the ones who set the rules and norms about alcohol use. The parents are also the ones who are visible to the youth. And there are more parents than law enforcement. And this is true for the county level and the state level.

## Social Availability Questions

### QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Most people that took the social availability survey thought it was easy for youth to obtain alcohol at community events. They also said there were places in Great Falls that youth gather to drink. There are retail parking lots that youth gather to participate in underage drinking and these places are well known among youth. These hot spots for underage drinking have reported finding beer cans in their parking lot in the mornings. There are also certain houses that are known for underage drinking.

According to the PNA data the top three places for youth to get alcohol are as follows (this is overall in 2012):

Someone that is 21 or older (43.3% reported)

Someone that is under 21 (31.7% reported)

At a party or keg (27.7% reported)

This results show that the social availability in Cascade County is a major concern. It is socially acceptable for someone else to get youth alcohol and usually the youth will take that alcohol to a party or a keg. It is also seen in the interviews with law enforcement when they talked about house parties. Drinking still is seen as a rite of passage for many teenagers in Cascade County. And people think they are doing youth a favor by buying them alcohol, but they are just facilitating the problem that exists of binge drinking and drinking and driving.

### QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8X	9	10	

Social availability is a major issue in Cascade County. Many youth believe that there are places that are easy to access alcohol and to drink it. Although the perception for getting caught is the same as across the state among students as it is in Cascade County. It is also easy to get alcohol at community events in the community. And a lot of events in the county have alcohol. The social norm surrounding a lot of social events is that alcohol must be present and there is not a lot of regulation that goes on in the community events. Also retail places that

youth know are places to drink do not seem to be trying to do anything to curb this drinking on their property.

Social norms in the county are that youth can drink with the adults at community events. It is a rite of passage for youth and parents/adults believe it is okay for youth to drink as long as they are with them. These adults are not always making decisions just for their children, but for other's children. Also the social norm for these community events is to binge drink and there does not seem like there are any steps as to not over serve customers.

### **PROMOTION – PART 3**

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Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

### **Advertising**

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#### **QUESTION 33 Advertising**

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

Cascade County does not have excessive advertising in way of billboards and signage on buildings. There were 249 billboards counted and there were 0% alcohol advertising in Cascade County. 611 buildings were counted in Cascade County. 41 of those buildings had alcohol advertising which is 7% of buildings. And of those buildings there were 21 who had three or more alcohol signs which are 3% of buildings. This is not an excessive number of alcohol advertising.

The Great Falls Tribune had a high number of alcohol advertisements when compared to the number of alcohol related news articles. There were 53 alcohol advertisements in the week of 12/24/12-12/30/12 with 35 of those being promotional events. There were only 10 news articles that were alcohol related. This is the trend for the other three weeks that data was collected. Total there were 114 alcohol advertisements in the four weeks with 49 of those being promotional events compared with 23 articles that were alcohol related. This shows that there are a lot of events that are surrounded by alcohol. And that there are not a lot of articles that show the negative sides of alcohol.

There were 28 community events and 6 of those events were sponsored by alcohol-related sponsors. Those 6 events are big events in Cascade County which include the Montana State Fair, the Montana Pro Rodeo Circuit Finals and Art Week. There are also community events that are not sponsored by alcohol but have an alcohol component that are major events in the community. One big event includes Margarita Meltdown, which is a fundraiser for Eagle Mount. It is an event that people go and have margaritas to raise money for a non-profit. There is also Alive @ 5 that is various Thursdays throughout the summer. This is sponsored by the Downtown Association and has alcohol served at each event. This kind of advertising is excessive. It is hard to have a fundraiser without alcohol. People will not come to a fundraiser unless there is alcohol being served.

#### **QUESTION 34 Advertising**

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

With regards to advertising the biggest impact it has on alcohol advertising in the community is through sponsorship of local events. While there are not a lot of events that have sponsorships by alcohol companies, there are a lot of events that include alcohol. When just looking at the signage on buildings there is not a big impact on the community as only 7% have any alcohol advertising on them and only 3% have 3 or more. This is not for Great Falls, but for the entirety of Cascade County. Print media is high when it comes to having alcohol advertisements in the Great Falls Tribune. But this does not have an impact on binge drinking and drinking and driving. In the day and age of technology and social media, people do not get their news from newspapers anymore. They do not read the paper. They get their information from Twitter or Facebook and these are the news stories not the advertisements in the paper. More and more companies are starting to advertise on social media sites. This can actually make users more interactive with the companies by posting pictures of their product or signing up for drawings.

#### **QUESTION 35 Alcohol-Related News Articles**

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

Total there were 114 alcohol advertisements in the four weeks with 49 of those being promotional events compared with 23 articles that were alcohol related. This shows that there are a lot of events that are surrounded by alcohol. There are not a lot of articles that show the negative sides of alcohol when compared with alcohol advertisements. Alcohol is being

portrayed by print media as fun and that you need it to have a successful event. It may have a high number of alcohol advertisements and portray alcohol without a lot of negative consequences, but it does not have a significant impact on binge drinking and drinking and driving. In the day and age of technology and social media, people do not get their news from newspapers anymore. They do not read the paper. They get their information from Twitter or Facebook and these are the news stories not the advertisements in the paper. More and more companies are starting to advertise on social media sites. This can actually make users more interactive with the companies by posting pictures of their product or signing up for drawings.

## Promotion Questions

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### QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

The major concern around promotion in Cascade County is the events that have alcohol at them. It is a perception in Cascade County that if you do not have alcohol at your event, especially a fundraiser, people will not come to the event. Even though the event may not be sponsored by an alcohol company, the event will more than likely serve alcohol and/or be held at a bar or establishment that serves alcohol. This sets the social norm that the only way to have fun is through alcohol. Over service happens a lot at these events which leads to increase in binge drinking and drinking and driving. And people believe that youth can easily access alcohol at events like this where this is not as much over sight as there would be in a regular bar setting.

### QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact Major impact  
0    1    2    3    4X    5    6    7    8    9    10

Overall promotion in Cascade County is not excessive. Cascade County is rated at a 4 due to the promotion of alcohol at community events. This does send a message to the youth that it is acceptable to have alcohol at a number of events in Cascade County. And the alcohol is



The school district policies in Cascade County help to have clear messages to students about what is acceptable in the school environment. They set clear guidelines that ATOD use will not be tolerated among the student population. It is also enforced at school sponsored events which sends the message that it will ATOD use will not be accepted at any school function. Where the school districts are lacking is in the ATOD programs. They do not have formal programs for middle schools and high schools and only one school district interviewed had a formal program for elementary schools. Schools are so strapped for time and getting everything else they need to teach into their curriculum, ATOD programs fall to the way side.

### **MEDICAL FIELD INFORMATION – PART 3**

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#### **QUESTION 40**

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug about in your area? Explain the rationale for your response.

Over prescription of narcotics and pain meds is a main issue with health care providers. There is a lot of concern about patients abusing prescription drugs. And many feel like there needs to be more collaboration with law enforcement. It is a huge issue in Cascade County among parents and health care providers. It is easy to access. Cascade County does have a drop box for old prescriptions. It is located at the highway patrol in Great Falls, this way people can get rid of their prescriptions that are outdated or no longer needed.

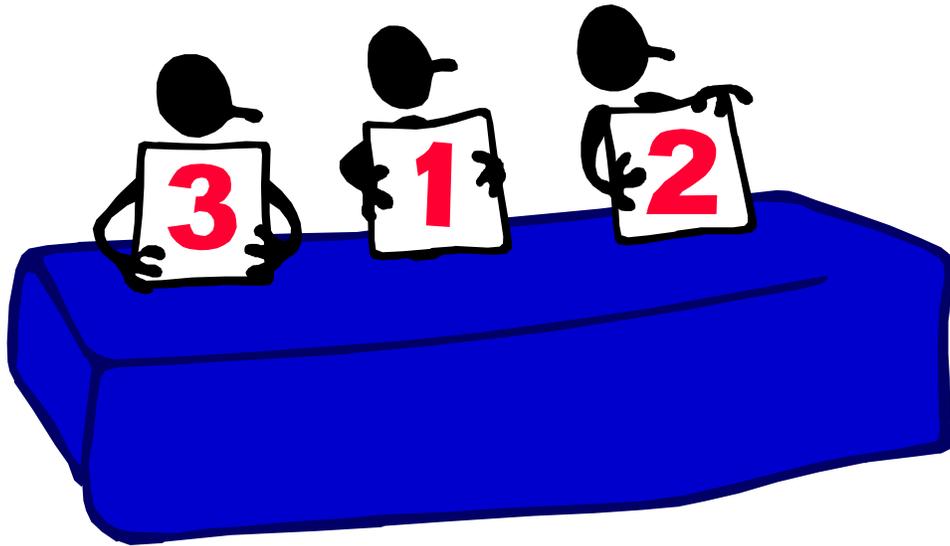
#### **QUESTION 41**

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      6      7      8      9X      10  
Major impact

Prescription drug abuse is what is on a lot of people's minds. Many doctors prescribe pain killers for people who do not need them. And people know what doctor to go to get these prescriptions. What makes it hard to combat is that people get the prescription legally and it either falls into the wrong hands or they become addicted to them.

# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your  
Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

<b>Score</b>	<b>Rank</b>	<b>Causal Area</b>
5	5	Retail Availability
7	3	Criminal Justice
8	2	Social Availability
4	6	Promotion
6	4	School Policies
9	1	Prescription Drugs

## QUESTION 42

Provide the rationale for your rankings of the causal factors.

Prescription drugs is ranked first amongst the causal factors due to the MPNA (Montana Prevention Needs Assessment) data that reports Cascade County students have used prescription drugs at a rate of double what Montana students have reported using. Even though there is a drop box in Cascade County, the rates are very high. A lot of focus has been done on underage drinking, driving under the influence and binge drinking, but prescription drugs has not been a focus of policy or education.

Social availability is ranked second amongst causal areas. Social availability is a major issue in Cascade County. Many youth believe that there are places that are easy to access alcohol and to drink it. Although the perception for getting caught is the same as across the state among students as it is in Cascade County. It is also easy to get alcohol at community events in the community. And a lot of events in the county have alcohol. The social norm surrounding a lot of social events is that alcohol must be present and there is not a lot of regulation that goes on in the community events. Also retail places that youth know are places to drink do not seem to be trying to do anything to curb this drinking on their property.

Social norms in the county are that youth can drink with the adults at community events. It is a rite of passage for youth and parents/adults believe it is okay for youth to drink as long as they are with them. These adults are not always making decisions just for their children, but for other's children. Also the social norm for these community events is to binge drink and there does not seem like there are any steps as to not over serve customers.

Criminal justice is ranked third. Criminal justice in Cascade County is working hard to do what they can to address the issues of binge drinking. One great tool they have is the social host ordinance and they can use that in the city limits of Great Falls, but they do not have the same power in the rural parts of Cascade County. Plus lack of funding for addressing the issues of alcohol misuse/abuse is a concern among law enforcement in Cascade County. Public opinion and strategies need to reflect that underage drinking and drunk driving will not be part of the social norm and those adults and youth will have consequences if those laws surrounding alcohol use are broken. It is also great that the DUI Task Force publishes the DUI and MIP stats in the paper, but it also needs to be put on more than the newspaper. Social media is a huge source of information for the population today. It needs to be more visible.

School policies are ranked fourth amongst causal areas. All the schools in Cascade County have policies that address ATOD (alcohol, tobacco and other drugs). Some school policies are stronger than other school policies. Where schools are lacking is in an ATOD education program. While there are some education programs in elementary, there are none in middle school and high school except in health classes.

Retail availability is ranked fifth amongst causal areas. Cascade County has compliance checks in place and also has RBSS trainings in place. But the rates of buying without a fake id are almost double the rate in Cascade County than throughout the state among 10<sup>th</sup> graders and 12<sup>th</sup> graders. In Cascade County, 4.5% of 10<sup>th</sup> graders reported buying without a fake id compared with the state at 2.5%. 12<sup>th</sup> graders reported at 7.4% vs. 4.4% across the state. Overall, in 2012 students had an increase in thinking it was very hard to obtain alcohol while

students decreased in thinking it was very easy to get alcohol. Cascade County is heading in the right direction. It will take some time for the data to reflect the education all alcohol sellers are receiving. As more education is received about compliance checks and RBSS trainings the data will start to reflect the changes that are going on in retail availability.

Over service is still an issue in many bars in Cascade County. This can be combated with education not only through sellers but also through the general population. The Cascade County DUI Task Force is working to decrease the number of DUIs and over service. They have purchased billboards throughout the county to raise awareness of DUIs. They also have “Kudo cards”. These cards are given out to sellers who have id’ed customers who are buying alcohol or a bartender who is not over serving people. It helps to recognize sellers who are being responsible. The DUI Task Force also pays for DUI stats to be put in the Great Falls Tribune once a month.

Overall, Cascade County is doing a good job at making alcohol less available to underage youth, but it still has improvements to make with over selling. There are establishments in Great Falls that are working toward not over selling to their customers. But it needs to be wide spread than a few places. Compliance checks and RBSS trainings is showing not only the adults but the youth in the community that underage drinking is not something to tolerate.

Promotion is ranked sixth amongst causal areas. Overall promotion in Cascade County is not excessive. Cascade County is rated at a 4 due to the promotion of alcohol at community events. This does send a message to the youth that it is acceptable to have alcohol at a number of events in Cascade County. And the alcohol is easily accessible to youth at events in the community. There is not enough of the other promotion of alcohol to raise the number for Cascade County.

# Final Question



**Task Five:  
Determine What Combination of Causal Areas  
Your Community should Target**

## Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### Final Needs Assessment Question

#### QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Prescription drugs are the top causal area to impact Cascade County. This has become a major problem over the past few years. Students who have reported taking prescription drugs in Cascade County is more than double than across the state. There has not been a lot of education or policy that involves prescription drugs. Cascade County has a drop box at the Highway Patrol office in the city of Great Falls. There are two days a year that are "Drug Take Back Days". There needs to be more initiative in Great Falls and the surrounding area to combat this major issue facing teens. Key informant interviews with medical professionals showed that they believe this is also a major issue for Cascade County. Public awareness needs to be increased about the drop box and what other things that can be done to reduce the rate of prescription drug abuse users.

Social availability is the second causal area to impact existing binge drinking and drinking and driving problems according to the prioritization of the causal area. It is a rite of passage for youth and parents/adults believe it is okay for youth to drink as long as they are with them. These adults are not always making decisions just for their children, but for other's children. Also the social norm for these community events is to binge drink and there does not seem like there are any steps as to not over serve customers. And many youth think that alcohol is easy to obtain from someone else. There are also places that youth know they can go to get alcohol and drink. These places are well known and have been proven to be "safe" places to drink. Policy needs to be worked toward to make places be less "safe" to drink on the premises.